

We welcome your questions and comments. Please contact us at:

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GOOD PRICING PRACTICES

***A Benefit to
Your Company,
Your Customers, and
Our Community***



ACCURATE PRICING: IT'S THE LAW

Los Angeles County is strongly committed to accuracy in pricing and the fair and lawful treatment of consumers.

Existing state law prohibits charging a customer more than the price that is advertised, posted or quoted.

A new ordinance enacted by the Los Angeles County Board of Supervisors in April 2002 creates a system to register and inspect scanners and other point-of-sale devices. As many as 17 new inspectors will work full-time conducting undercover shopping investigations to insure that consumers are charged the advertised, posted or quoted price.

The Board enacted this ordinance because current retailer procedures have not been adequate to comply with the law. A recent survey by Weights and Measures inspectors found unlawful scanner overcharges on more than one out of ten items purchased.

We hope that the “best practices” outlined in this brochure will help you comply with the law and build and maintain a loyal customer base.

BEST PRACTICES

- ✓ Company ethics and values come from the top. Communicate a clear policy to all personnel that accurate pricing, customer service, and fair dealing are top priorities. Establish a system of employee incentives and rewards to encourage compliance.
- ✓ Designate a “sale or pricing manager” responsible for ensuring that each cash register is accurately programmed to charge the current sale price.
- ✓ Establish procedures to promptly notify personnel of special sales and price changes. Emphasize that it is your policy to charge the lawful and current sales price. Double check that your policy is being carried out.
- ✓ Use cash registers that display prices to your customers so they can see what they are being charged.
- ✓ Post notices of special sales prices at each cash register to remind customers and your employees of the correct price.
- ✓ Establish procedures to promptly remove promotional signage and prices as soon as a sale ends.

BEST PRACTICES (Continued)

- ✓ Assure that advertising and in-store signage accurately describe sale items so they are not confused with items to be sold at regular price.
 - ✓ Resolve pricing disputes and other customer complaints “on the spot.” Welcome complaints as an opportunity to improve customer service and build customer loyalty.
 - ✓ Make amends to a customer who has been incorrectly charged or treated discourteously by providing free items or future discounts.
 - ✓ Conduct in-house, undercover audits to assure that pricing policies are followed and to learn where improvement is needed. Reward and publicly commend employees who serve customers especially well.
 - ✓ Make it easy for customers to contact you with complaints, concerns or suggestions they may have.
 - ✓ Designate a local or regional contact to work with consumer protection agencies that may receive complaints involving your business.
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